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The photo-amateur's private sun:

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Night-revellers

maintain that real life only begins after sunset. That is, of course a question of taste but there are photographers also who have the same idea. They know that in their quest for livelier pictures there is no better opportunity than the night.

They think of the lovely pictures they can make of family life in cosy homes after the day's work. There is not even any difficulty in taking *colour* snaps, for the modern amateur always carries his "private sun" along.

This is the small, light weight and easy to handle



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It is very convenient indeed to put the handy appliance into your pocket, because the IKOBLITZ O weighs only about 6 ounces (150 grs) and its useful case has a diameter of about $5\frac{1}{2}$ ins. (14 cm). For taking flashlight photographs the IKOBLITZ O is slipped into the accessory shoe of the camera or, if there is none, you screw it into the tripod bush of the camera. The camera and the flashgun are safely attached to each other and form the most flexible, the most mobile outfit you could want. Setting the stop and the shutter, is the same as in any other kind of photography. The built-in capacitor ensures quick and reliable ignition of the flash at just the right time. A test bulb indicates whether the flashbulb to be used (A.S.C.C. socket, 15 mm) is in working order or not. The 22.5 volts battery is economical, and keeps its power for at least 9 months because the capacitor will be charged only if a flashbulb is inserted into its socket.





After the exposure the reflector
can be removed and placed
with the battery case in the
bag with its zip fastener. The
bag can be fixed to the carrier
strap of the camera thus
ensuring that the "private sun"
of the amateur can never
be forgotten.

Let your photo-dealer advise you and demonstrate the IKOBLITZ O

OLDEN CAMERA & LENS CO.
1245 FIFTH AVE.
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IKOBLITZ O with zip-fastener bag and test
bulb, without battery \$ 9.50
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